

SAVE THIS ADVERTISEMENT AND WAIT UNTIL SATURDAY, FEB. 24, 8:30 O'CLOCK A. M.

TO BE TURNED LOOSE AT PUBLIC SALE THE ENTIRE STOCK OF J. E. EDMONSON

\$25,000.00

Stock of High-Grade, New and Up-to-Date Merchandise, consisting of Dry Goods, Notions, Clothing, Hats and Furnishings for Men, Women and Children. Trunks, Suit Cases, Towels, Bed Spreads, Rugs, Etc., from the world's Largest and Best Known Mills and Factories.

\$25,000.00

A Store With a Reputation for Square Dealing.

THIS Stock is now being remarked. No attention will be paid to what the Goods actually cost, as we will cut and slash prices to sell the stock and sell it quick. In some cases \$1.00 will do the work of \$2.00 elsewhere. By no means miss this Grand Opportunity. It's an event that seldom comes. We are marking the goods at prices that will be the talk of Palatka for years, we will claim supremacy in value-giving for 100 miles around, and will leave the verdict with the people.

THIS IS A BARGAIN EVENT that will surpass anything ever attempted in the value giving line in this section. Save this and wait for Palatka's Greatest sale. Magnificent Bargains—THOUSANDS OF SURPRISES. Read on. Read every line, then wait for the 20th Century's most remarkable and stupendous Sale. It will be characterized by enough thrilling sensational selling for a hundred sales. Don't hesitate. NOW is the time. Act at once, when the Bargain Floodgates open SATURDAY, FEBRUARY 24th, everything goes for what it will bring. We are not bound by former costs or selling prices. The greatest, biggest, broadest, most unparalleled, liberal, legitimate and far-reaching merchandising event that has ever occurred in Florida. Remember this is not an ordinary bargain sale. It is not a fake of any sort. IT IS JUST a case of entirely (thousands upon thousands of dollars) too much goods and not enough money. IT IS JUST a real old-fashioned, honest, straight out selling of dependable goods at prices far below their actual value. Something must be done and done quickly. Money must be had at all hazards.

Look Where You Will - - - Read What You Please

Your Eyes, Your Mind, Your Feet Should Turn Toward this Store, for so Apparent will be the Greatest Money-Saving Benefits of this Extraordinary Sale Event that it will Pay You to Investigate Our Statement Which will Prove to You that this is no Fairy Tale, but Facts

The Sale Begins SATURDAY, February 24th
AT 8:30 O'CLOCK AND LASTS TEN DAYS ONLY

... IF ...
SAVING MONEY
MEANS ANYTHING TO
YOU READ THIS AND
PROFIT.

**This Store will be closed
Thursday and Friday**

No Goods Sold Nor Anyone
Admitted Until the
Opening Day
Saturday, Feb. 24
At 8:30 O'Clock A. M.

Ladies' Skirts.

Ladies' Black Cloth Skirts, well made, always sell for \$1.50. Public Sale Price **79c**
Handsome made, Voile Trimmed Skirts. We sell them at \$2, but they must go at public sale price . . . **\$1.09**
Custom Made Skirts, well tailored Voile and Panama Cloth, Serge or Casimere, value \$3.50 and \$4. **\$1.98**

Ladies' Waists

Ladies' Flannel and White Embroidery Waists, regular 50c sellers, while they last. Public Sale price . . . **19c**
Hundreds of the newest styles in Ladies' Waists, new arrivals, which we intended to sell for 75c. Public Sale Price **43c**
Ladies' High Grade Linen Waists, with handsome lace or embroidery, regular \$1.50 value. Public Sale price **69c**
One lot of Ladies' Silk Taffeta and Messaline and Net Waists, all have been sold for \$5. While they last, public sale price **\$1.98**

Silk Petticoats

Ladies' Black Mercerized Petticoats, with double flounce, 75c value. Public sale price **43c**
Heatherloom Klossit Petticoat, black and brown, guaranteed \$1.50 value. Public sale price **89c**

Ladies' White Goods

We have a beautiful embroidered Petticoat, double flounce, \$1 value. Public sale price **39c**
Corset Cover, either lace or embroidery, silk ribbon, latest style, 35c val. Public sale price **16c**
Drawers, umbrella flounce and latest designs, best cambric, 50c values, public sale price **18c**
Gown with needlework and latest embroidery, a 75c value. Public sale price **37c**

Ladies' Furnishings

Ladies' fancy embroidered or lace handkerchiefs, well worth 15 cents. Public sale price **2c**
Ladies' best quality hose, black or brown 15c quality. Public sale . . . **4c**
Ladies' Hose Supporters, 25c quality, sixteen, for only **7c**
Ladies' ribbed fleeced underwear, all well worth 35c. Vests and drawers. Public sale price **19c**
Ladies' gauze vests, all our 15c values. Public sale price **4c**
Ladies' hose supporters, 25c quality. Public sale price **7c**

Ladies' Suits

Ladies' Wash Embroidery Dutchess Suits, always has been sold for \$4, and well worth it. Public Sale **\$1.49**
Ladies' House Dresses, dark and light colors \$1.50 values **89c**

Ladies' Shoes

Lot one; here we have a line of shoes that cannot be beat and always sell for \$2, while they last, price . . **\$1.09**
Ladies' black enamel or Russia calf; all well made; regular \$3 value. Public sale price, while they last **\$1.49**
Ladies' latest style 16 button, in velvet or vici kid and other styles all this season's patterns, \$3.50 values **\$2.19**
Ladies' our line of Shoes is the largest in Palatka and we can fit you with best made shoe in the entire State of Florida.

Men's Shoes

Men's work and dress shoes of highest grade and quality; calf skin, vici and gunmetal shoes and oxfords, \$2. values, public sale price **\$1.09**
Men's single and double soled patent leather, vici kid, gunmetal; in all sizes and values as high as \$2.50 and \$3.00. Public sale price **\$1.49**
We call your attention to this line of high grade oxfords and shoes, all our well known brands, and guaranteed to give perfect satisfaction or money back; \$3.50 values **\$2.19**
We handle nothing but the best grade of Shoes and all the well known brands, such as Seitz, Schwab & Co., Royal Blue and a number of others.

Sheets and Pillow Cases

Pillow cases, full size and good quality; same as has always been sold for 20c, everywhere. Public sale price **9c**
Extra size pillow cases, 36x45; reg 25c value. Public sale price . . . **11c**

Blankets and Bed Spreads

Bed spreads; white beautifully designed, full size, \$1.50 value. Public **89c**
Full size blanket, wool and best of makes, 72x84 inches, \$2 values, public sale price **\$1.29**
Extra size; all wool blankets, red or white and colored borders, regular \$3.50 values. Public sale price, while they last **\$2.49**

Free Hats

To the first twenty ladies entering the store Saturday, February 24th, at 8:30 a. m. and making a purchase of 1c or more, we will give absolutely free a ten yard Dress Pattern.

Free Dresses

The first twenty men will receive a Hat free.

Special Minute Sales

Will take place each day at various times of this sale; we only quote a few of them:

Between 9:30 and 10 o'clock we will sell ten yards of 10c bleaching for **49c**
Only ten yards to a customer.
Between 10 and 10:30 o'clock we will sell 10 yds. best dress and apron Gingham for . . . **43c**
Between the hours of 11 and 11:30 we will sell Simpson's and American print calico 10 for **23c**
Between the hours of 1 and 1:30 we will put on sale five spools of thread, Coats' and others, 5 spools for **10c**
Between the hours of 2 and 2:30 sheeting 36 inches wide, actual 9c quality, 10 yds for **43c**
And many others too numerous to mention.

Free!! **Free!!**
Monday, February 26th,

To every twentieth customer making a purchase of 50c or over, we will give half a dozen extra size Turkish Towels Free.

Free!! **Free!!**

Tuesday, February 27th,
With Every Purchase of \$1.00 or Over,
\$500.00 worth of Merchandise Given
Away Absolutely Free!

We will have \$500.00 worth of merchandise put into packages—these packages will be given away to each person whose purchase amounts to \$1.00 or over—you get your choice of packages—FREE!

Sheets

In this particular lot we have a well-made sheet, 72x90, regular 60c value. Public sale price **37c**
Here we have a well-made and seamless sheet, as always has been sold for \$1. Public sale price **48c**

Table Linen

Beautifully designed table linen, 60 inches wide; 50c quality. Public sale price, per yard **24c**
Here we shout: Don't miss this line of table linen. All high grade and well finished. 75c value. Public sale price, per yard **47c**

Pants

Men's Pants, Wellington, National perfect fit; assorted stripes and colors, \$1.50 values. Public sale price . . . **79c**
Men's fancy blue and silk tweeds and light colors; all well made, regular \$2 values. Public sale price **\$1.29**
Men's finest custom tailored pants, such as talk for themselves, all wool, blue, black and stripes, values \$3. Public sale price only **\$1.98**

Overalls

Your choice of any 50 or 75c Overalls during this sale for **39c**

Men's Furnishings

Handkerchiefs, white hemstitched linen, public sale price only . . . **2c**
Men's Hose, the self same quality you have been paying 2 pairs for 25c, public sale while they last **3c**
Suspenders, best quality, 23 strands of rubber, 25c values, sale price . . **7c**
We call your attention to this line of Men's high grade Work Shirts of best quality and well made 35c values. Public sale price only . . . **19c**
Men's Dress Shirts, a new line, well selected patterns, open in front, latest styles, 40c values. Public sale price only **19c**
Men's Fleece lined Underwear, sanitary Fleece and all worth 60c a garment. Public sale price while they last **33c**
Scriven style Drawers elastic seam. 60c values **38c**

Children's Hose

Hose, the same 10c values. Public sale price only **6c**
Hose, 15 cents values, public sale price only **9c**
Hose, the 20 cents values, public sale price only **11c**

Trunks, Valices and Suit Cases
will be sold regardless of cost, as they must be sold.

Umbrellas

A Gloria Silk Umbrella, well worth \$1.00 **39c**

SUITS

The self same \$8.00 Suits now in popular demand for business wear, suits that always sell here for \$8.00. Public sale price **\$3.85**
Men's Suits in high grade dark silk Mixed Cheviots, dependably lined, splendidly tailored, best for business wear. Regular \$12.50. Public sale price **\$5.45**
Not what we say here, but the values themselves will shout loudest for this sale. Values like those \$18 Pure Silk and Worsted Suits. Hundreds of them included, and money back for any garment returned. Regular price \$18.00 **\$7.45**

Men's Hats

One lot of Men's Dress Hats in black or tan, Fedora, Telescope, or Derby, in all our \$1.50 and \$1.75 Hats. Public sale price **89c**

Our regular \$2.00 and \$2.50 Hats. Best made, all well known brands. Public sale price . . . **\$1.39**

Boy's Hats

All well worth 50c, they are Felt in Brown, Blues, Tans and Blacks. Don't miss it. Public sale price . . **19c**

TOWELS

Good Towels **3c**
Regular 15c large bleached towels. Public sale price **7c**
Turkish Towels, regular 15c value. Public sale price, only **8c**

NOTIONS

Pearl Buttons, 5c values **1c**
Pins, 5c values, only **1c**
Safety Pins, 5c values **2c**
Talcum Powders, 15c values . . . **6c**
Tooth Brushes, 25c values **6c**
Hair Brushes, 25c values **9c**
Shears, steel, 25c value **9c**

The Big Sale Opens
SATURDAY
February 24th
At 8:30 A. M.
and continues 10 Days Only

One Forethought is Worth a Thousand
Regrets. Therefore this Sale Should
Receive Your Instant Attention.

MERCHANDISE Without merit cannot stand the test of extensive advertising. The Merchandise comprising this stock is new and modern, not an old or undesirable garment or article in the lot. Consult your best interest—buy where your money will do the most good. We will give you \$2.00 to \$3.00 worth for every dollar you spend. Nothing reserved or held back. You buy at less than wholesale prices. We have told you the plain, old-fashioned, unvarnished truth—hard-headed facts. "An ounce of fact is worth a pound of fiction." Buy here—don't be misled by so-called bargain baits. Get in line and be on hand the OPENING DAY. Everything in the store will go exactly as advertised. These prices will bring thousands of people far and near to attend the sale of J. E. Edmonson. Only experienced salespeople to wait on you, and money back for any unsatisfactory purchase.

Positively No Goods Charged. Cash Only

LOOK FOR THE BIG RED FRONT

READ THE NAME BEFORE YOU ENTER

J. E. Edmonson

Corner of Lemon and Seventh Streets

We Pay Railroad Fare to all Purchasers for 35 Miles Around. Purchases of \$15 or Over

.... NO
IDLE TALK

This sale is different from anything of the kind ever inaugurated in Palatka, or for that matter, in the entire State of Florida, and if you ever attend another you cannot afford to miss this one. There will be a great crowd, but you will be jostled by a well pleased and good natured people at this sale.